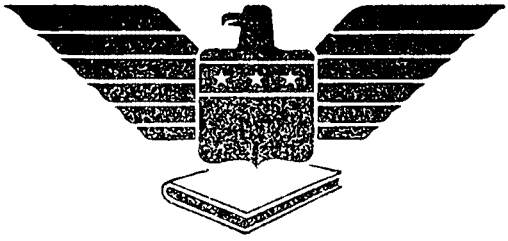
# *BOOKS*



IN

# *World Rehabilitation*

# BOOKS

# IN

# WORLD REHABILITATION

**A MEMORANDUM**

*for*

**Members of the Congress of the United States**

**Department of State**

**Department of the Army**

**Department of Commerce**

**THE AMERICAN TEXTBOOK PUBLISHERS INSTITUTE**

**AMERICAN BOOK PUBLISHERS COUNCIL, INC.**

**ASSOCIATION OF AMERICAN UNIVERSITY PRESSES**

# BOOKS IN WORLD REHABILITATION

## I. *The Purpose of This Memorandum*

The American Textbook Publishers Institute, representing 46 publishers primarily in the educational field; the American Book Publishers Council, representing 80 educational and general publishers; and the Association of American University Presses, representing the publishing units of 28 institutions of higher learning, have prepared this memorandum to supply a statement of facts regarding the place of American books in world rehabilitation.

## II. *The Need for American Books*

The United States is embarked on a policy of helping the nations of the world to help themselves. Food, seed, machinery, and industrial raw materials are essential for survival, and are so recognized under the terms of emergency aid already granted and in prospect. At the same time there is an insistent demand throughout the world for books, which are tools of reconstruction in as real a sense as material equipment. United States educational, technical, agricultural, and scientific books are desperately needed, and can carry to other countries the practical knowledge essential to their rehabilitation.

Books also reflect the culture and ideals of a people, and we believe it is essential to make an adequate picture of American democracy available to all countries with which we will have close association in the future. We submit that the picture is not adequate unless the lasting record provided by books for general reading is available to them.

It is often forgotten that, without books, civilization as the world knows it must cease to exist. Only books can record in imperishable form the knowledge future generations must utilize, not only to progress, but even to maintain their technological and cultural inheritance. The intellectual and material products of the classroom and the factory spring with equal dependency from the same source —the book.

For both practical and informational reasons, therefore, we believe that books play a major part in world reconstruction and in American foreign relations, though as commodities their bulk and dollar value are negligible compared with other materials in foreign trade.

III. *Review of the World Situation*

At the conclusion of active hostilities, when nations had an opportunity to take a long view of their requirements, provision was made for the acquisition of books. As post-war problems have deepened, the day-to-day requirements of food and raw materials have forced many countries to ignore long-range plans in their desperate concern with problems of the moment. The acquisition of books, even those of the most positive practical value, has been hindered more and more by restrictions. The countries most needing our assistance, not only in short-term items such as flour and clothing but in long-term items such as books and lathes, are almost completely unable to obtain our books because of their need for the immediate necessities of existence. These are the so-called "soft currency" countries, where there are often no dollars for book purchases, and where the American idea is usually available only through radio programs heard by the limited few with adequate receiving sets. In such countries, both within and without the "Iron Curtain," Russian books in many languages, including English, are found in great quantities. The distribution of books, not only in Europe but also in Asia and Latin America, is obviously part of Russian policy. The result is that the Russian story is available to the reading public, with all the implications which that story may have for us, and that our story, for the most part, is not available to those people who most want to know it and who can most profit by it.

Before the war, Germany was acutely aware of the fact that a language to some degree carries its own ideology, and even more acutely aware that books are the ideal instruments of ideological and commercial penetration. The Nazi regime saw to it that scientific and technical books in German were distributed everywhere. For great sections of the world, German represented a second language of education and technology.

At the close of the war, many nations were prepared to substitute English for German as their second language. In Holland, for instance, there was a strong movement to displace German as a language of instruction in the sciences and in schools of higher education, thus giving the opportunity to replace German with English. Great Britain has understood this. The phrase "trade follows the book" originated in England, and, within the limits of great shortages of materials and lack of plant capacity, Great Britain has done her best to see that the English language has had a fair competitive chance in the post-war world.

Statistical data furnished by our government clearly reveals that between two wars less than 3% of the total book production of

the United States was shipped abroad, while British figures indicate that in the same period Great Britain exported 30% of her book production. The foregoing relationships have not materially changed in the present post-war period. But England alone, because of her shortages, is in no way able to fill the void caused by the complete cessation of German export publishing and the disruption of normal publishing activity throughout Europe. The Argentine scientist and the Dutch engineer, who once looked to Leipzig for their reference works, now look to the United States as the leader in technical literature. At present they look in vain, because their governments have not been able to allocate a sufficient number of dollars for the purchase of American books.

## IV. *Dollar Exchange*

In virtually all countries of the world, acquisition of American books has been curtailed by the lack of dollar exchange at the very moment when these books are most desperately needed. This is true of England and the Commonwealth, Continental Europe, Latin America, China, and other areas. As dollar exchange has run out, the various governments have imposed controls which limit the flow of materials from the United States. In the case of books, these regulations take different forms and have different effects; the full picture of restrictions against American books is suggested in Appendix C.

To indicate the attitude of the foreign countries themselves, we quote the following excerpts of letters recently received from prominent European bookmen:

Greece — "To our regret, our efforts had to be checked when the Currency Committee decided . . . to suspend the free grant of exchange for importations of American books . . .
We have been working up to this moment on the basis of credits which the American publishing firms kindly granted us, thus risking the prestige of our firm in order that the complete interruption of the importation of the American editions in Greece might be avoided . . . Unfortunately, we permit ourselves to express our opinion, the members of the Committee have failed to consider this subject from its far more important political than simply financial point of view . . ."

Finland — "Thanks to the enormous increase of interest in the English language and to the no longer existing output of German publications, there is in Finland an unprecedented and ever increasing demand for American books . . . We are able to import (British books) practically without restrictions; the situation with regard to the American books is unfortunately entirely different, owing to the lack of dollar currency . . . Booksellers in Finland are actually not in the position to maintain any stock whatsoever of American books in their bookshops."

Italy — "American publications are urgently desired on Italian market and it is hard to fetch them . . . Booksellers report growing demand for American books, particularly scientific and technical . . . Italy needs American publications but fiscal bureaucratic difficulties disturb import . . ."

Great Britain — "This association strongly opposes all barriers to the full and free exchange of books between U.S.A. and Great Britain at a time when western civilization is threatened with collapse and can hope to repair the ravages of war and to re-establish those values and that prosperity upon which its continued existence depends only through the mutual understanding and technical efficiency made possible by the printed word."

## V. *Germany, Austria, Japan and Korea*

In Germany and Japan, the importation of books through normal channels is contrary to military regulations, a situation receiving insufficient attention. The peoples in these countries are eager to know about the United States and to discover how our American civilization functions. They wish to utilize our educational, medical, professional, technical, and cultural books for the re-education of their peoples. In line with this desire, our Army maintains Information Centers containing a limited selection of books in many of the principal cities of the occupied areas; to be truly effective, all such projects must be tremendously increased in scope.

Current newspaper reports indicate that the United States lags behind Great Britain, France, and Russia in supplying textbooks to Germany as follows:

| *Zone of Occupation* | *Number of Pupils* | *Number of Books Reported Supplied* |
|---|---|---|
| Soviet | 3,300,000 | 27,000,000 |
| British | 3,700,000 | 13,000,000 |
| French | 900,000 | 6,000,000 |
| United States | 2,700,000 | 4,400,000 |

The Russians supply eight books per pupil; we supply one and one-half books per pupil.

The Reorientation Branch of the Civil Affairs Division, Department of the Army, through its procurement agent, the Infantry Journal, has secured the translation rights of 440 American titles for Germany and Austria, and approximately 100 titles for Japan and Korea. Despite this sizable back-log of titles secured, it has been possible to have published to date only 35 titles in Germany, 10 in Austria, and none in Japan and Korea.

By contrast, England has made information on English life and culture more freely available. To quote from the English *Bookseller* (January 10, 1948), "One of the most important arrangements for translations of (British) Council publications was made through the Control Commission for the publication of German editions of titles in the *British Life and Thought* and *Science in Britain* series by a Berlin publisher. There is an increasing use of brochures in English classes and in discussion groups in schools and British Institutes." "... the provision for expenditure by the British Council which was made in the Civil Estimates 1947-48 [is] as follows: British Council, £2,913,000; Colonial and Middle Eastern Services, £500,000 and Burma, £87,000."

## VI. *United States Information Libraries*

The overseas libraries of the United States Information Service are not now sufficiently supplied with books to take care of reference and circulation needs.

For the fiscal year 1947-1948, the Department of State made available about $40,000 for the purchase of books. The figure requested for 1948 is reported to be $250,000. While the sum is perhaps sufficient for the annual replenishment of the 80 U.S.I.S. Libraries now planned, it should be made a matter of record that none of the Libraries has a collection of books in any way adequate to merit being called a library. To increase the collections to requisite size, 600,000 volumes would be required, involving a capital outlay, at present prices, of not less than $3,000,000.

Report #855 of the United States Senate Committee on Foreign Relations, pursuant to S. Res. 161, states the need, observed by certain members of Congress at first hand, of an adequate program of supplying American books at accessible points where they will do the most good.

## VII. *Recommendations*

In 1946 the book publishing industry produced an estimated total sales volume of $350,000,000, of which only $19,000,000, or 6%, represented export sales. The percentage, while of some value as a contribution to the stability of employment in the industry, is not so large as to represent a major factor in book publishing. Many publishers are therefore frankly uninterested in the purely business aspects of foreign trade, and have engaged in it from a sense of obligation in view of the worldwide need for American books. Such efforts on the part of the industry cannot meet with a real measure of success until publishers are placed in a far better position to fulfill the demand.

In the belief that due recognition should be given to the contribution books can make to the building of new generations throughout the world, the book industry of the United States, represented by the undersigned major associations, respectfully submits the following recommendations to the government as a means of strengthening permanently the long-range policy of world rehabilitation and national self-defense:

1. Foreign nations, insofar as possible, should be enabled to secure those United States informational, educational, scientific and technical books which are of value to the education, culture, and economy of the individual country by means of a program providing adequate dollar payments to the American publishers involved, such transactions to take place to the greatest possible extent through normal channels of commercial intercourse.

2. The word "informational" should be broadly interpreted to include books which provide an adequate picture of life, achievement, and habits of thought and action in the United States, each country being free, however, to stipulate those books which it wants for purposes of rehabilitation.

3. Most careful consideration should be given to the lasting value of the United States Information Service Libraries; a long-term program should be worked out in consultation with the publishing industry and library serv-

ices, with a view to determining the sum of money properly expendable for the future effectiveness of those libraries in giving access to American thought.

4. Steps should be taken to broaden the re-education program in Germany, Japan, and Korea by permitting the interchange of library materials with these areas in such a way that books become more readily available to the civilian populations; in addition, every effort should be made to expedite the publication of translations of works of United States origin in all occupied areas.

5. As a part of any program involving books, adequate information should be supplied to consular officers, commercial attaches, and other interested personnel concerning the desirability of commerce in books, the complexities of book distribution outside the United States, and the great value of assisting educators and others abroad in acquiring informational books and materials of American origin.

6. The United States, in cooperation with other countries through the trade agreements program and the proposed International Trade Organization, should press for the reduction of governmental trade barriers hampering the free flow of books.

7. A commission, including adequate representation of the book industry, should be formed to study the means of implementing any legislation touching on the communications problem, and the Government should avail itself of the facilities of the American Book Publishers Council, the American Textbook Publishers Institute, and the Association of American University Presses in drafting programs involving the use abroad of books of United States origin.

Respectfully submitted,

**The American Textbook Publishers Institute**
**American Book Publishers Council, Inc.**
**Association of American University Presses**

## THE AMERICAN TEXTBOOK PUBLISHERS INSTITUTE

American Book Company
American Technical Society
A. S. Barnes & Company, Inc.
W. S. Benson & Company
The Bobbs Merrill Company
P. F. Collier & Son, Corp.
F. E. Compton and Company
The Economy Company
Encyclopaedia Britannica
Encyclopedia Americana
Ginn and Company
The Gregg Publishing Company
The Grolier Society, Inc.
E. M. Hale and Company
Harcourt, Brace and Company, Inc.
Harper & Brothers
D. C. Heath and Company
Henry Holt and Company, Inc.
Houghton Mifflin Company
Loyola University Press
The Macmillan Company
The Manual Arts Press
McCormack-Mathers Publishing Co.
McGraw-Hill Book Company, Inc.
Charles E. Merrill Co., Inc.
Newson & Company
Pitman Publishing Company
Prentice-Hall, Incorporated
The Quarrie Corporation
Rand McNally & Company
Row, Peterson & Company
William H. Sadier, Inc.
Benj. H. Sanborn & Co.
Science Research Associates
Scott, Foresman and Company
Silver Burdett Company
The L. W. Singer Company
South-Western Publishing Co.
The Steck Company
The United Educators, Inc.
University of Chicago Press
The University Publishing Company
D. Van Nostrand Company, Inc.
Webster Publishing Company
The John C. Winston Company
World Book Company

## AMERICAN BOOK PUBLISHERS COUNCIL, INC.

Abingdon-Cokesbury Press
Allen, Towne & Heath, Inc.
Appleton-Century-Crofts, Inc.
Bantam Books, Inc.
A. S. Barnes & Company, Inc.
M. Barrows & Company, Inc.
The Bethany Press
Walter J. Black, Inc.
The Bobbs-Merrill Company
Book-of-the-Month Club, Inc.
R. R. Bowker Company
The Caxton Printers Ltd.
Chanticleer Press, Inc.
Columbia University Press
Coward-McCann, Inc.
Creative Age Press, Inc.
Thomas Y. Crowell Company
Crown Publishers
Dahl Publishing Company
The John Day Company, Inc.
The Devin-Adair Company
The Dial Press, Inc.
Dodd Mead & Company, Inc.
Doubleday & Company, Inc.
Duell, Sloan & Pearce, Inc.
E. P. Dutton & Company, Inc.
Farrar, Straus & Company, Inc.
Greenberg: Publisher
Grosset & Dunlap, Inc.
Harcourt, Brace & Company, Inc.
Harper & Brothers
Hart Publishing Company
Harvard University Press
Hastings House, Publishers, Inc.
Henry Holt & Company, Inc.
Houghton Mifflin Company
Infantry Journal, Inc.
Interscience Publishers, Inc.

## AMERICAN BOOK PUBLISHERS COUNCIL, INC. (cont.)

Alfred A. Knopf, Inc.
Albert A. Lampl
Little, Brown & Company
Longmans, Green & Company, Inc.
McGraw-Hill Book Company, Inc.
The Macmillan Company
Macrae-Smith Company
William Morrow & Company, Inc.
Thomas Nelson & Sons
The New American Library of World Literature, Inc.
W. W. Norton & Company, Inc.
The Odyssey Press, Inc.
Oxford University Press, Inc.
Pantheon Books, Inc.
Pocket Books, Inc.
Popular Library
Prentice-Hall, Inc.
Princeton University Press
G. P. Putnam's Sons
Random House, Inc.
Reinhold Publishing Corp.
Rinehart & Company, Inc.
Roy Publishers, a.n.
W. B. Saunders Company
Charles Scribner's Sons
Simon & Schuster, Inc.
William Sloane Associates, Inc.
Stanford University Press
University of California Press
University of Minnesota Press
University of Oklahoma Press
University of Pennsylvania Press
Vanguard Press, Inc.
D. Van Nostrand Company, Inc.
The Viking Press, Inc.
Franklin Watts, Inc.
John Wiley & Sons, Inc.
The John C. Winston Company
William H. Wise & Company, Inc.
The World Publishing Company
A. A. Wyn, Inc.
Yale University Press

## ASSOCIATION OF AMERICAN UNIVERSITY PRESSES

University of California Press
Catholic University of America Press
Columbia University Press
Cornell University Press
Duke University Press
University of Georgia Press
Harvard University Press
Iowa State College Press
University of Kansas Press
University of Kentucky Press
Louisiana State University Press
Loyola University Press
University of Michigan Press
University of Minnesota Press
University of Nebraska Press
New York University Press
University of North Carolina Press
University of Oklahoma Press
University of Pennsylvania Press
University of Pittsburgh Press
Princeton University Press
Rutgers University Press
Stanford University Press
Syracuse University Press
University Press In Dallas
University of Washington Press
University of Wisconsin Press
Yale University Press

The University of Chicago Press dissents from the foregoing recommendations.

*APPENDIX A*

## STATEMENTS FROM PROMINENT EDUCATORS CONCERNING THE NEED ABROAD FOR AMERICAN BOOKS

### THE JOHNS HOPKINS UNIVERSITY

Baltimore 18, Maryland

Office of the President

February 20, 1948

Gentlemen:

I am more than interested in your efforts to bring to the attention of Congress the need for an effective program to make American books more widely available to those in foreign lands. While we all know that our Government has made provisions and plans calculated to assure the free distribution of our publications abroad, for one reason or another it is apparent that our accomplishment is falling short of the expected goal.

Our technological publications should certainly be made accessible in foreign countries. Their value in aiding those less fortunate than ourselves to utilize our technological knowledge for their own rehabilitation is obvious. It is only the course of wisdom to strive to fill the breach created by the present inability of either the Germans or the British to carry on their former widespread exportation programs of books of this kind.

I further endorse your efforts to make available in friendly, or potentially friendly, countries books which make clear to others our ideals, our institutions, and our way of life. We should do everything possible to combat the activities of those striving and hoping to discredit us.

I hope that your efforts will be met with the success which they deserve.

Sincerely yours,
Isaiah Bowman

STANFORD UNIVERSITY
School of Education
Stanford University, California

February 4, 1948

Gentlemen:

I wish to support the memorandum which the American Textbook Publishers Institute, the American Book Publishers Council, and the Association of American University Presses are preparing for Congress.

I have some intimate knowledge of the serious need for American textbooks in foreign lands. I have made three trips to Latin America for various departments of our government to study educational conditions in our Latin American neighboring countries. On each trip I have been impressed with the pitiful lack of good textbooks and instructional materials, and conscious of how much help United States publishers might render our neighbors to the south.

This last year as Consultant to the Secretary of War attached to General Clay's command in Germany, I saw our educational efforts there seriously hampered for lack of textbooks and other educational materials. While I am in favor of the policy to have the majority of the textbooks used in Europe produced by the Europeans themselves, nevertheless I am confident that they desire and want the best text materials from the United States. It becomes almost a necessity to fill this demand from Europe when one considers the effectiveness with which Russia has supplied textbooks from Russia to the peoples within her sphere of influence.

It seems to me there is no more effective way of spreading American ideals and practices than to have people in foreign lands read our texts and look at the pictures and illustrations which adorn our published material.

Paul R. Hanna
Professor of Education

## PRINCETON UNIVERSITY

Princeton, New Jersey

President's Room

January 30th, 1948

Statement for memorandum being prepared by the Association of American University Presses, the American Book Publishers Council, and the American Textbook Publishers Institute.

American books can play an important part in the reconstruction of Europe and in a proper expression of American ideas and ideals. In this area altruism and self-interest go hand in hand, and I hope that in our naturally anxious concern for the other needs of Europe we do not overlook the lasting usefulness and influence of books. I hope that, within the limits imposed by the other responsibilities facing us, all appropriate steps can be taken to enable our scientific, cultural, and educational books to reach readers in other countries.

HAROLD W. DODDS
President, Princeton University

## YALE UNIVERSITY

New Haven, Connecticut

Office of the President

I am deeply impressed by the proposal to facilitate the distribution of American books among European countries. Rehabilitation involves intellectual and moral factors as well as economic. In support of the influences of our own ideas abroad and as a stimulus to the Europeans themselves these books will be of the utmost value. Whatever can be done at this time to further this proposal will serve the public interest in the highest degree.

Charles Seymour

## UNITED STATES BOOK EXPORT

Based on Department of Commerce FT 410 Reports

The following figures are compiled from Department of Commerce Export Reports on educational books, books other than educational, and books in unbound sheets. As these reports exclude all shipments with a value of less than $25.00 and as almost all mail shipments are in that category (due to postal weight limitations), it is reasonable to assume that little if any of the total mail export carried on by book publishers is included. There are no known published figures on the amount of export of books by mail; it has therefore been felt that, while it is impossible to arrive at anything closer than an approximation, an indication of the volume of mail export should be presented.

The mail figure may be estimated by combining the percentages of books sent by mail in relation to those sent by freight as reported by a representative group of book publishers, including educational, technical, reprint, university press, and trade. The resulting average percentage of 51.3 may be applied to the Department of Commerce figures in order to translate it into an actual dollar amount. Roughly, this means that, subtracting Canada, Newfoundland, the United Kingdom, and the Philippines, all group totals may be doubled to give representation to book export of all types, both freight and mail.* It is not recommended that this rule of thumb measurement be applied to individual country listings.

No accurate method could be found by which the value of sales of translation rights could be accurately set forth; we have therefore omitted any such presentation. It is assumed, however, that the sales of translation rights equal 1% or more of total exportation.

For the sake of clarity, individual country listings of less than $15,000 have been excluded, except in the case of Europe and countries under Allied military control.

Although the Department of Commerce figures represent the only statistics available to publishers, it should be pointed out that in certain cases gift and UNRRA shipments are included in the Export Reports. While such items cannot be separated from the figures as presented here, it is felt that they represent but a fraction of the totals, and hence do not detract appreciably from the overall validity of this Appendix.

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*As the countries listed above are known to receive the greater part of their book shipments by freight, a doubling of the Department of Commerce figures in such cases would present an exaggerated picture.

Columns A and B give the Department of Commerce 1937 foreign trade figures at a time when the United States was far down the list among the major nations in the exportation of books. These figures, in comparison with 1946 figures, reflect in part the prestige won by American books overseas in the intervening war years, which is a more valid explanation than any greater export-mindedness of American publishers.

Column C gives the Department of Commerce figures for book exports in 1946, the first post-war year. The total of $19,406,151 indicates the increased need for American books.

Column D gives the export of books in 1947 from January to October. $24 million for the calendar year 1947 was realized despite the increased shortages of American dollars in other countries and despite an acceleration in trade restrictions.

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## BOOK EXPORT FIGURES

For the most part excluding shipments by mail;
including books in unbound sheets.
Source: Department of Commerce

| Column | A 1937 | B 1938 | C 1946 | D 1947 |
|---|---|---|---|---|
| *MARSHALL PLAN COUNTRIES* | | | | |
| AUSTRIA | $ 757 | $ 397 | $ 14,000 | $ 5,440 |
| BELGIUM | 3,464 | 5,453 | 163,207 | 240,744 |
| DENMARK | 24,925 | 39,881 | 221,279 | 209,540 |
| FRANCE | 12,890 | 8,500 | 323,922 | 305,831 |
| GREECE | 1,610 | 631 | 41,968 | 35,176 |
| ICELAND | — | 255 | 16,002 | 8,598 |
| IRELAND | 4,405 | 3,287 | 16,928 | 50,729 |
| ITALY | 6,484 | 3,386 | 36,048 | 35,529 |
| NETHERLANDS | 9,272 | 13,673 | 259,727 | 268,214 |
| NORWAY | 5,378 | 6,346 | 165,588 | 92,509 |
| PORTUGAL | 2,766 | 541 | 40,377 | 18,457 |
| SWEDEN | 5,322 | 3,760 | 199,935 | 155,943 |
| SWITZERLAND | 8,590 | 3,324 | 93,252 | 98,656 |
| TURKEY | 3,552 | 1,714 | 10,430 | 26,176 |
| UNITED KINGDOM | 1,094,010 | 1,128,603 | 1,431,471 | 4,813,938 |
| Group Total | $1,183,425 | $1,219,751 | $3,034,134 | $6,365,480 |

| Column | A 1937 | B 1938 | C 1946 | D 1947 |
|---|---|---|---|---|
| *NON-MARSHALL PLAN COUNTRIES* | | | | |
| ALBANIA | $ 134 | $ 557 | $ 1,099 | $ 10,285 |
| BULGARIA | 856 | 215 | 785 | 11,294 |
| CZECHOSLOVAKIA | 1,548 | 1,027 | 64,232 | 57,762 |
| FINLAND | 4,581 | 1,930 | 14,095 | 27,076 |
| HUNGARY | 420 | 583 | 15,842 | 4,788 |
| MALTA | 597 | 289 | 8,491 | 10,781 |
| POLAND | 2,341 | 2,969 | 254,360 | 235,002 |
| RUMANIA | 685 | 453 | — | 4,731 |
| SOVIET UNION | 14,752 | 8,469 | 624,640 | 252,450 |
| SPAIN | 150 | 149 | 15,020 | 12,540 |
| YUGOSLAVIA | 705 | 154 | 22,088 | 19,812 |
| MEXICO | 99,418 | 83,417 | 198,724 | 381,050 |
| BERMUDA | 8,945 | 5,802 | 20,692 | 44,788 |
| PANAMA (ex. Canal Zone) | 62,403 | 16,798 | 26,510 | 33,302 |
| CUBA | 33,639 | 33,521 | 89,211 | 83,053 |
| JAMAICA | 3,113 | 4,263 | 61,571 | 44,920 |
| COLOMBIA | 40,568 | 113,861 | 88,719 | 51,357 |
| VENEZUELA | 32,777 | 26,883 | 78,305 | 128,220 |
| PERU | 5,555 | 17,317 | 57,175 | 117,715 |
| CHILE | 9,201 | 15,584 | 60,178 | 23,068 |
| BRAZIL | 108,922 | 131,438 | 418,545 | 523,338 |
| ARGENTINE | 125,536 | 166,733 | 115,357 | 252,744 |
| SYRIA | 5,713 | 5,726 | 15,304 | 19,254 |
| PALESTINE | 4,670 | 2,866 | 68,916 | 109,979 |
| INDIA | 77,636 | 58,514 | 212,207 | 587,140 |
| PHILIPPINES | 1,044,564 | 741,340 | 2,628,940 | 3,196,538 |
| CHINA | 36,476 | 18,295 | 359,350 | 554,377 |
| AUSTRALIA | 167,406 | 208,812 | 1,070,999 | 1,036,342 |
| NEW ZEALAND | 48,625 | 51,102 | 241,302 | 347,807 |
| NETH. INDIES | 1,999 | 2,543 | 46,753 | 50,511 |
| EGYPT | 5,531 | 8,245 | 69,344 | 21,895 |
| UN. OF S. AFRICA | 95,493 | 86,557 | 680,184 | 843,269 |
| HONG KONG | 5,729 | 5,954 | 19,331 | 34,478 |
| Group Total | $2,050,688 | $1,822,366 | $7,648,269 | $9,131,666 |

| Column | A 1937 | B 1938 | C 1946 | D 1947 |
|---|---|---|---|---|
| *COUNTRIES UNDER ALLIED MILITARY CONTROL* | | | | |
| (The following figures do not include commercial shipments) | | | | |
| GERMANY | $ 25,865 | $ 41,386 | $ 25,474 | $ 56,829 |
| JAPAN | 152,712 | 83,765 | 75 | 4,585 |
| KOREA | — | — | — | 31,137 |
| *Group Total* | $ 178,577 | $ 125,151 | $ 25,549 | $ 92,551 |
| *CANADA AND NEWFOUNDLAND* | | | | |
| CANADA | $2,008,820 | $2,220,949 | $8,224,480 | $7,999,971 |
| NEWFOUNDLAND | 17,396 | 29,047 | 56,883 | 84,975 |
| Group Total | $2,026,216 | $2,249,996 | $8,281,363 | $8,084,946 |
| *ALL OTHERS* | | | | |
| Group Total | $ 75,157 | $ 126,382 | $ 416,836 | $ 620,208 |
| TOTAL ALL COUNTRIES | $5,514,063 | $5,543,646 | $19,406,151 | $24,294,851 |

The foregoing figures, through 1947, present a picture of an expanding export trade in books and hence an increasing dissemination of American culture and technology overseas. Such a favorable situation, however, will not continue to exist during 1948, due to important economic and political considerations. Appendix C presents a prognosis of what may be expected to occur in American book exportation in 1948 unless remedial measures are applied.

*APPENDIX C*

## AN OUTLINE OF THE ECONOMIC AND POLITICAL FORCES AFFECTING THE CIRCULATION OF BOOKS THROUGHOUT THE WORLD

In the following, conditions affecting the importation of books are discussed on a country-by-country basis. It is interesting to note that in many cases important countries are unable to import enough American books to stock one small bookshop. In order to clarify the degree to which future conditions will modify imports from America, a hypothetical projection is given for each country whenever possible.

All figures are based on Department of Commerce Reports, and do not necessarily indicate total book importation.

### AUSTRIA

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $5440 | $4080 | — $1360 |

Austria, being technically a liberated rather than an occupied country, has a semi-autonomous government under the supervision of the Allies. It is actually possible for Austrians to import American books; there is, however, no allocation for this purpose, as Austria has practically no dollars. She has some paper and is capable of publishing translations of American books, but, except for those few titles arranged for by the AMG, the inability to obtain dollars has forestalled normal translation publishing. The few American books entering the country must be approved by the Bank of Austria and the Austrian Board of Trade through such a complicated procedure that it is surprising that even a handful of books does get by. There is, in fact, no way in which American books can be purchased direct, contrary to the British, French, and Soviet schemes which have been so successful. Due to present conditions, it is felt that the $5,440 import of American books for 1947 will drop 25% in 1948.

One hundred titles of British books have been made available to Austrian publishers in connection with the British book export scheme procedure. In this manner Austrians can purchase British books for schillings. A non-official British program includes the German language publication of the so-called Star Editions in England, for release to the Austrian market for schillings. Fifty titles have thus far appeared.

The Soviet book and periodical publishing program is divided into two parts: those published in Austria and those published in the U.S.S.R. and in Germany. The Berlin house Verlag fuer Fremdsprachige Literatur handles Soviet publications which appear for sale at reasonable prices in Austria. Various Austrian houses also publish Soviet works, both classical and standard Communist works.

The circulation of American publications in Austria is definitely below the British and Russian; in fact, it is safe to say that the British and American combined circulation is below the Russian. The need for books, aside from ideological considerations, is immense in the technical and scientific fields.

## BELGIUM

*Allocations*: Trade has been free in dollars and Sterling, and there are no indications of restrictions for the immediate future.

The USIS library contains 5,000 volumes, plus periodicals, magazines, newspapers, pamphlets, etc. In 1947 there were 21,500 readers and a total circulation of 28,553 books, magazines, etc.

The British Council maintains a main office in Brussels, regional offices in Antwerp and Liege, and also two reference libraries, one in Brussels and one in Liege. The library in Brussels contains 6,000 books and 140 periodicals. It lends records, musical scores, and exhibition prints. It distributes review copies of books to magazines and newspapers and arranges the exchange of learned and scientific publications and books between libraries and universities. It conducts examinations for the British universities.

The Amities Belgo-Sovietiques has a main office in Brussels with branches in Liege, Antwerp, Charleroi, Namur, Malines, Mons, Ghent, Louvain, Tournai, and Verviers; it maintains book shops where Soviet and Communist publications are sold, and also a library and documentation center. In Brussels, the Librarie du Monde Entier is another well-stocked Communist book shop. The Union of Soviet Patriots also maintains a library and reference center for propaganda aimed at Russians and Slavs resident in Belgium.

## DENMARK

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $209,540 | $157,155 | —$52,385 |

*Allocations*: No restrictions either in dollars or Sterling as yet. However, the Government is currently engaged in discussions with the trade on restricting or abolishing the importation of certain

fiction items and some magazines. No one believes that scientific or technical books will be interfered with at present. The expected restrictions will probably result in a 25% drop from the $209,540 imports of American books for 1947.

*Russian Influences*: The Russian-Danish Society maintains both a library and bookshops in Copenhagen, as well as in its branches in the Provinces. Statistics are unavailable.

## FRANCE

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $305,831 | $253,831 | —$52,000 |

*Allocations*: 1946—$600,000 for books, periodicals, and in part for translation rights.

1947—$150,000 which was entirely used up by July. The 1946 quota was so rapidly exceeded that the French Government clamped down on import licenses to the point that now no dollars at all are permitted for book or magazine importations. Sterling, on the other hand, is not difficult to obtain.

1948—The dollar picture is very gloomy. The Culture Relations Division of the French Foreign Office has unofficially expressed the hope that some dollars may be allocated for book purchases if France receives large credits from the United States. Sterling, it is thought, will continue to be practically free. The general opinion is that the 1947 import of $305,831 will drop 17% in 1948.

*Russian influences:* As in Czechoslovakia, the Communist press launched a bitter and sustained attack on American books and periodicals as "imperialist and Fascist pornography." Hachette, the largest French wholesaler, is the authorized agent and distributor for the Soviet Book Trust.

## GREECE

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $35,176 | $15,000 | —$20,176 |

*Allocations*: In December 1946, the Currency Committee of the Greek Government suspended the free granting of exchange for the importation of American books; thereafter, the exchange was allotted to individual importers only when the books in question were considered to be absolutely essential.

This system continued through the first six months of 1947, and

was even further modified by the complete banning of certain categories of books. In June 1947, $85,000 was allotted, this sum to be used for the purchase of British as well as American books. Due to the present exchange situation, the British publisher can undersell his American counterpart by 30%—the result being that the allocation is practically meaningless insofar as it applies to American books. The picture is further complicated by the fact that book importers have been required to settle their indebtedness at the rate of 9000 drachmas per dollar instead of the 5000 drachmas per dollar rate at which quantities of books have been imported and sold. This new ruling affects all remittances for both current and past due accounts.

Because of the obstacles enumerated in the above paragraph, American publishers have for some time been granting credit to Greek importers in order to avoid the complete interruption of the importation of American books. The publishers are not in a position, however, to continue this procedure; it may be assumed that, barring any new and fortunate development, the commercial flow of books from America to Greece will cease.

The USIS operates a small library of 3,500 volumes and 205 periodicals. In September there were 19,954 visitors and between 1,000 and 1,500 reference questions answered monthly. The library suffers because of extremely restricted quarters. Attendance has doubled regularly each month since June 1947, and only one American girl is assigned to handle the deluge.

*Russian influences*: An intensive propaganda campaign is carried on by the Greek-Soviet League through its many reading rooms, lecture programs, free dissemination of literature, etc.

## IRELAND

As the Irish economy is inextricably bound up with that of the United Kingdom, the discussion under the United Kingdom listing is equally applicable here.

## ITALY

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $35,529 | $18,500 | —$17,029 |

*Allocations*: The Italian Ministry of Foreign Commerce has declared that a maximum of $10,000 per month may be allocated for the purchase of American publications of a serious nature, such publications to be ordered only by official institutions, commercial firms, professional people, etc. The allotments do not cover titles for bookseller's stock. Although the allocation has technically been

in effect for some time, to date few if any Italian importers have been able to gain a dollar credit by this means. In fact it might well be said that there is no allocation. All purchasing of American titles is therefore being carried on either on a credit or pro-forma invoice basis, or through arrangements whereby the Italian importer makes use of Italian-owned dollar balances already in American banks. As these means are being depleted, the flow of American books into Italy grows less and less. It is expected that the $35,529 worth of American books imported in 1947 will drop 45% in 1948.

The British have been more successful in distributing their books in Italy, partly because Sterling is more readily available than dollars, but mainly because the British Council makes it possible to pay for the books in *Lire*. *Lire* are also acceptable for the payment of translation rights and royalties on British titles. The British maintain a total of 15 libraries as compared to the five operated by the USIS.

*Russian influences*: The Association for Cultural Relations with USSR maintains a library in each of its ten offices. Russian books are made commercially available through the Soviet Book Trust, which also sees to it that there are no exchange problems affecting either physical books or translation and royalty arrangements. The Communist Press in Italy has launched a bitter and sustained attack on American books and periodicals as being "imperialist and fascist pornography." A good many book stores have been featuring displays of Russian publications, especially in connection with the anniversary celebration of the October Revolution last Autumn. It is unfortunate that details are not available on Russian operations in Italy, but the fact that Italian booksellers, as is the case in several other European countries, can write their own tickets insofar as the discount on Russian books is concerned, suggests that the circulation of Russian literature far surpasses American.

NETHERLANDS (See footnote A)

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $268,214 | $200,000 | — $68,214 |

*Allocations*: Dutch quotas are adjusted from time to time, and hence it is difficult to give hard and fast figures. However, the following schedule should give a fair picture of the situation. The American quotas are 80% for scientific and technical books and 20% for general books. A variety of printed matter, other than actual bound books, is purchased under the quota.

| | | 1946 | 1947 A | 1947 B |
|---|---|---|---|---|
| U.S.A. | $ | 800,000 | 200,000 | 285,000 |
| England | £ | 200,000 | 50,000 | 230,000 |
| Switzerland | FR | 1,000,000 | 2,000,000 | 2,000,000 |
| Sweden | KR | 500,000 | 1,000,000 | 1,000,000 |
| Germany | $ | 0 | 100,000 | 15,000 |

The B figures represent an adjustment made after protests by Britain and other interested parties. The transfer of $85,000 from the German quota to the American was effected after it was clear that German production would be practically nil. The Cultural Attache of the American Embassy estimated that $700,000 was spent last year on American books and magazines: $500,000 for scientific and technical books and $200,000 for general books and magazines. This estimate is regarded as unreliable. Dollars are extremely tight at the moment; Sterling is difficult to secure as well. The outlook for 1948 is not bright; only $100,000 has been allocated for both books and periodicals to date.

*Russian influences*: There are two Communist bookstores in Amsterdam which the Dutch booksellers and Publishers Association believes are supported by funds other than those derived from the sale of books. It is reported that Meulenhoff, the largest Dutch importer, is the agent for Mezhduranaja Kniga, the Russian Book Trust, in the Netherlands. They have received many books for which they are supposed to pay in Dutch currency to the Soviet Embassy in The Hague. But more than a year has passed and it is impossible for Meulenhoff to procure a bill to pay for the books. Apparently the Russians are only interested in getting the books distributed . . . not in getting paid.

NORWAY (See footnote A)

*Allocations*: 1946—$300,000 for American books; scientific and technical titles to have priority. Separate allocations were made for periodicals and translation rights; no restrictions on trade in Sterling.

1947—$300,000 as in 1946.

1948—Information from the President and Secretary of the Norwegian Booksellers Association and from the Public Relations Officer and the Commercial Attache of the American Embassy indicates that the Bank of Norway will probably institute a new scheme of conserving dollars and that the book trade may be affected. The Commercial Attache believes there is a definite possibility of stoppage of all import of American books. The trade is not so gloomy; Grundt Tanum, for example, believes that trade will muddle along all right.

It has since been unofficially reported that a proposed allocation of $250,000 for 1948 has been further reduced to $200,000.

*Russian influences*: Libraries are maintained by the Norwegian-Soviet Russian Union and its affiliates.

## PORTUGAL

Portugal, having been spared the destruction of World War II, is relatively sound in the economic sense, although transactions in dollar exchange are rigidly controlled.

## SWEDEN

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $155,943 | $130,000 | — $25,943 |

*Allocations*: There have been no restrictions on the book trade either in dollars or in Sterling as yet. The trade reports a possibility that in 1948, because of a growing dollar shortage, American books may be affected, not by being taken off the "free list" insofar as importation, but by difficulties in obtaining dollars from the State Bank. A drop of 10-20% in book imports is expected.

*Russian influences*: Russian language textbooks and political cultural publications have been noted in booksellers' stocks and window displays, but nothing further has been observed.

## SWITZERLAND

*Allocations*: Trade has been free in the past and will doubtless continue so, both in dollars and Sterling.

## UNITED KINGDOM

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $4,813,938 | $1,500,000 | — $3,313,938 |

The shortage of dollars in Britain has affected the importation of all commodities, including books. Due, however, to the great importance the British have traditionally attached to books, the Board of Trade has been extremely careful in its regulations concerning this commodity. Since September 12, 1947, book importation has been under a quota licensing system based upon the volume of pre-war book imports, which results in slightly less than one-quarter of normal post-war volume.

This has been carried on to the accompaniment of a great hue and cry extending from the tabloid press to the Houses of Parliament.

It is expected, now that the numerous licensing requirements of the Board of Trade are beginning to show a definite form, that the British imports of American books in 1948 will be somewhat more than 25% of the $4,813,938 value of 1947 imports, assuming the continuance of the dollar shortage.

GERMANY
JAPAN
KOREA

As there are no normal commercial transactions permissible with these countries, the compilers of this report have no valid information concerning them.

CANADA
NEWFOUNDLAND

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $8,084,946 | $7,500,000 | —$ 584,946 |

Canada and Newfoundland, being economically bound to the American dollar, have so far experienced little difficulty in the importation of American books. It is worth noting, however, that for the past several months the authorities in these two countries have felt it necessary to exclude certain minor categories of books in order to conserve dollars.

ALBANIA (See footnote B)

See Hungary listing.

No announced quota was allocated for the importation of books. There is no information available on Soviet activity.

BULGARIA

See Hungary listing.

No announced quota was allocated for the importation of books.

The Soviet cultural activities are carried on through the Soviet-Bulgarian Friendship Society, which sponsors exhibits and lecturers and maintains a library. Lessons in Russian are also sponsored by this group. There are three Communist Party book stores in Sofia which sell books, periodicals, and newspapers on Soviet life, Communist political theory, economy, etc. All three of these book stores are on the main street of the city.

CZECHOSLOVAKIA

*Allocations*: Restrictions are very tight, especially for dollars, which may be spent only for scientific and technical items. Quotas

are allowed to individual importers on a month-to-month basis only, and these quotas are inadequate for the orders dealers receive from their customers for American books. British books are better off not only because of easier access to Sterling but because of official negotiation with the Czech Government by the British Council. The Foreign Section of the Czech Booksellers and Publishers Association checked in the early Autumn with the Ministry of Foreign Trade on rumors of restrictions in addition to those already in effect, and assurances were given at that time that the present quota system would continue.

*Russian influences*: All bookstores, no matter what their political beliefs, featured displays of Russian publications in connection with the anniversary celebration of the October Revolution this Autumn. The biggest stores are not Communist, but there are a great many Communist shops in Prague and an impressive Russian Pavilion in the centre of town. Bookshops handling Western publications are under constant attack in the Communist press for "peddling reactionist, imperialist pornography." The pressure is growing greater. In Czechoslovakia, as in Finland, many persons remarked that the interest of the Western Powers in their countries should be much more demonstrated and publicized, so as to counteract the daily pressures of the Soviet Union. (The foregoing information was collected before the recent Communist Coup. Since that time it has been announced that the entire book publishing and bookselling industry has been taken over by the Party.)

FINLAND (See footnote A)

*Allocations*: 1946—$50,000 for American scientific and technical books, periodicals and translation rights.

1947—$36,000 for the same items, a reduction of $14,000 or 28%. The Sterling quota was set at 24,000 pounds.

1948—It is the general belief that the dollar quota will remain at $36,000, an amount insufficient to meet the booksellers' heavy demands. Only scientific and technical books which have been approved for purchase by Finnish industry may be ordered. The approving licensing bureau and the State Bank thus constitute two restrictions on American trade. It is believed the Sterling quota will be larger for 1948, inasmuch as an extra quota without qualitative restrictions was granted this year for trade with Britain.

*Russian influences:* There is a special counter set up at Suomalainen Kirjakauppa (bookshop) for Russian books and another dis-

play counter for Russian magazines and newspapers. The manager says they are able to get as many Russian books as they want and that they can name their own discount. The Russians are making all efforts to have material available.

Libraries are maintained in the Finnish-Russian Society and the Russian Cultural Democratic League headquarters. There is a large downtown reading room, and free materials are distributed. Soviet books and periodicals are readily available at nominal fees. The lack of copyright restrictions facilitates wide publication of Russian materials.

## HUNGARY

The Hungarian situation, being typical of that prevalent in the eastern European nations, will be dealt with in some detail. The Hungarian Ministry of Commerce and Cooperatives announced last May that the Hungarian National Bank would allocate foreign currency, without regard to its character, corresponding to a total of approximately $100,000, for the importation of books and periodicals. The American share of this allocation has been only $4,788, not, apparently, because of any lack of desire on the part of Hungarians to purchase American books, but because of the overwhelming pressure the Soviet exerts on all governmental agencies. Thus, while the Communists admittedly hold only 20% of the national vote in Hungary, Soviet influence has effectively forestalled the entry of democratic literature, without the necessity of announced embargoes. It might well be added that the dollar shortage has already paved the way for this situation.

To counteract the Soviet, the USIS maintains a small reference library, and the British Council maintains a somewhat larger library in addition to the free distributing of several thousand books and periodicals.

Aside from the usual Soviet propaganda agencies, there is the Soviet-Hungarian Cultural Society, with 24 chapters in Budapest and 106 in the Provinces, sponsored by the Hungarian Government, maintaining club houses and libraries, and publishing periodicals and booklets on life in Russia, etc. The foremost cultural agency of the Communist Party in Hungary is SZIKRA, a publishing house and printing plant, formerly the property of the Catholic Publishing Co., which was confiscated after the "liberation." Since that date it has published 150 major works on Marxism, Leninism, Stalinism,

and books of modern Soviet authors. The market price is always below that asked by other publishers.

## POLAND

As far as is known, the Polish government has allocated no dollars whatsoever for the purchase of American books. The relatively large dollar volume of Polish importation, as set forth in Appendix B, is considered to represent almost entirely gift and UNRRA shipments.

## RUMANIA

No announced allocations.

In order to demonstrate the degree to which Russian propaganda out-shouts American efforts, the following comparison is presented.

*American influences:* The library in Bucharest contains only 1,400 volumes of reference and lending books. The average monthly loans are 1,405. The total subscription list of 180 periodicals has 18,000 monthly readers.

*Russian influences:* Two hundred and eighty-three libraries with a total number of 789,000 volumes are located in Bucharest and the Provinces. ARLUS, the Soviet cultural vehicle, also sponsors a large exhibit program which is aimed particularly at the uneducated people in factories and on farms, who cannot be reached through the written word.

## SPAIN

No announced allocations. The dollar shortage is so extreme that all business must be conducted on a credit basis or, in certain cases, by pro-forma invoices.

## YUGOSLAVIA

See Hungary listing.

## BERMUDA

Bermuda is within the British Sterling area, and is therefore feeling the general shortage of dollars. Licenses are required for book importers in order to obtain the necessary exchange.

## CUBA

While Cuba has no legal restrictions as such, there is a 9% tax imposed on all book imports in the form of duties, drayage, etc.

## JAMAICA

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $44,920 | $10,649 | — $34,271 |

The Jamaican government has established a rationing system whereby the book importer is permitted a quota of a maximum of 20% of his average 1946-1947 imports.

## COLOMBIA

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $51,357 | $41,085 | — $10,272 |

The Colombian government has established a quota of a varying number of dollars to be allocated for the importation of books every quarter. The importer is allowed a certain percentage of the quota based on the volume of his previous business. 1948 quotas are to be 80% of those of 1947; orders, however, no longer need be viséed.

## PERU

Although Peru has no restrictions on the importation of books, dollar allocations have not been established to assist in making payments. It is often necessary for the importer to obtain dollars on the unofficial market, which demands approximately double the official exchange rate.

## CHILE

Chile is on a quota basis. It is extremely difficult to obtain dollars by official means and illegal to obtain them on the open market. The stated quota is quite often unavailable. Chile maintains a loose form of censorship.

## BRAZIL

As of May 5th, 1948, licenses are required for the importation of books in Brazil. There is, moreover, a serious shortage of dollar

exchange. Last year it was necessary to wait as much as 60 to 90 days for a dollar credit after deposit of the local currency; now it is necessary to wait 90-120 days.

## ARGENTINA

There are no restrictions in Argentina but the physical books must actually arrive at their destination before dollars for their purchase are granted to the importer. If invoices are older than 60 days, dollars will not be granted—thus forcing almost all book commerce to be carried on by mail shipments.

## SYRIA

Syria, influenced by its proximity to the Sterling area, has very little dollar exchange.

## PALESTINE

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $109,979 | $75,000 | —$34,979 |

Palestine is not only subjected to a great shortage of dollars, but requires licenses for the importation of all books. The issuance of such licenses is being curtailed more and more as time goes by, especially since Palestine left the Sterling bloc. A 30% drop of American book imports is expected for 1948.

## INDIA

Although licenses are required, they are easy to obtain. The Indian government is granting moderate amounts of dollar credits, subject to minor delays.

## CHINA

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $554,377 | $500,000 | —$54,377 |

Both licenses and dollar exchange are extremely difficult to obtain. It is felt that continued inflation will cut the $554,377 imports of 1947 at least 10%.

## AUSTRALIA and NEW ZEALAND

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $1,384,149 | $200,000 | —$1,184,149 |

Book imports into Australia and New Zealand have been on a dollar quota basis. These quotas were established on a base period arbitrarily set for the months of June 1941-June 1942. Booksellers and publishers were permitted to obtain licenses for dollar exchange for a percentage of their total imports during this base period. New quotas, revised in accordance with the dollar situation, have been established annually about the first of June. In 1947, however, due to the deterioration of the dollar situation, and Australia and New Zealand throwing in their dollar credits with England, the former two governments announced a determination to re-survey and reduce the quotas then obtaining. Therefore, no quotas were issued for the 1947-48 period which will end June 30, 1948. During the period July and August 1947 some Australian and New Zealand booksellers imported American books in anticipation of a liberal 1947-48 quota. By August, however, it was apparent that the Australian and New Zealand governments were going to be extremely slow in effecting a decision concerning dollar quotas for book importations from the U. S.

On January 5, 1948, the Australian government announced that they would issue dollar licenses for the purchase of textbooks prescribed by education authorities, the value of the licenses not to exceed 6% of the value of each dealer's book imports during the year ended June 30, 1947. This quota, of course, to be rigidly qualified.

The 6% quota, while applying to any book prescribed for use in schools not below the intermediate level, is restricted to such books that already have been so prescribed. No fiction or general reference works such as dictionaries or encyclopedias are admissable under the quota, and all importations under this quota must have arrived in Australia not later than June 30, 1948.

It is estimated that this 6% quota is quite inadequate to fill even one-third the demands of students for prescribed U.S.A. textbooks, not to mention, of course, other essential medical, technical and reference works necessary in the everyday life of all members of the Australian community *which are not obtainable from Great Britain.*

According to recent information, the quota has been increased to 17% due to public pressure; the restrictions applicable to the previous 6% quota remain in effect. The drop from $1,384,149 of American books imported in 1947 to only $200,000 for 1948 is expected to have almost as devastating an effect upon the educational and technical progress of Australia and New Zealand as was the original 6% quota. The need for scientific and technical books is very great, and can be estimated by the quantities of press items to that effect.

## DUTCH EAST INDIES

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $50,511 | $35,000 | —$15,511 |

Licenses are not granted in this area, nor is there any dollar exchange. However, the importation of books to the Indies may be carried on providing the transaction is arranged and financed by agents within Holland.

## EGYPT

| *Book Imports from the U. S. 1947* | *Expected Imports from the U. S. 1948* | GAIN or LOSS *Resulting from Foregoing 1948* |
|---|---|---|
| $21,895 | $18,000 | —$3,895 |

Egypt is within the Sterling area. Licenses are required, dollar exchange is exceedingly difficult to obtain.

## UNION OF SOUTH AFRICA

South Africa has a reasonably sufficient amount of dollar exchange. Licenses are not required.

## HONG KONG

Hong Kong is in the Sterling area and requires licenses. Small dollar quotas are allowed for importation of books.

In the foregoing, discussions of the extent of Soviet propaganda have in part made use of material contained in Report No. 855 of the United States Senate Committee on Foreign Relations.

(*Footnote A*) It will be noted that certain countries have not entirely consumed their stated dollar allocations for books. This seeming divergence is caused by the existence of two factors having a degree of influence which the compilers of this report are unable to determine on a country-by-country basis: (1) As indicated previously, the total dollar volume of books sent overseas by mail is not included in the figures, and would undoubtedly account for the gap between the stated allocation and the actual reports. (2) Very often the allocation is a mere paper announcement, and the dollar credit involved does not actually exist. This situation is discussed under the Italian listing.

(*Footnote B*) It will be noted that the Soviet-dominated countries are not necessarily expected to purchase fewer books in 1948 than they did in 1947. This supposition is accounted for by the fact that all "Iron Curtain" countries have certain minimum requirements for technical and scientific books, without which production and research would lag behind. Some European countries will continue to import their minimum requirements of American books no matter what political ideology is in power.

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The general world shortage of dollars not only limits the importation of books, but places all American books entering "soft currency" countries in an extremely unfortunate position. Such books are scarce, and the demand often causes a title that was imported for $2 to retail at the equivalent of upwards of $50. The result is that the books reach an extremely limited group of readers, a group which, on the whole, already has a better conception of what America is and what she is trying to do than the average man on the street. The situation may only be corrected by increasing the overseas dissemination of American books to the point where the supply equals the demand.

**American Book Publishers Council, Inc.**
62 West 47th Street, New York City 19
New York

**The American Textbook Publishers Institute**
1 Madison Avenue, New York City 10
New York

**Association of American University Presses**
c/o Princeton University Press
Princeton, New Jersey

APPENDIX B
(Supplement)

# UNITED STATES BOOK EXPORT 1948
Based on Department of Commerce FT 410 Reports

As is the case with the book export totals included in the pamphlet, BOOKS IN WORLD REHABILITATION, the following figures are compiled from Department of Commerce Export Reports on educational books, books other than educational, and books in unbound sheets. These reports exclude all shipments with a value of less than $25.00; as many mail shipments are in that category (due to postal weight limitations), it is reasonable to assume that little of the mail export carried on by book publishers is included.

A comparison with the 1947 figures on page 16 of BOOKS IN WORLD REHABILITATION points out the fact that book export has fallen off roughly 20%. Some of the more important causes of this decline may be summarized as follows:

The world dollar situation, at least in its relation to books, has become increasingly tight. The Economic Cooperation Administration has only just started to aid in the exportation of books in certain limited areas, and can be completely discounted in having been of any sizeable benefit -- a statement borne out by the figures presented herein. It is hoped, however, that present consultations with ECA officials will result in further avenues for utilizing ECA funds.

The long term danger foreshadowed by the current drop in export sales is such that, while the demand for English language books is relatively undiminished, the shortage of dollars for such purposes can turn overseas customers to England rather than America. British paper is no longer rationed, British export-mindedness is at an all-time high, British pounds are not difficult to obtain. The present availability of British books and currency may cause a segment of the world to become more or less permanently oriented towards that country for its supply of books.

It is therefore highly desirable to keep the American book prominently displayed on the world market. Our books, especially technical and scientific works, are the best in the world today; as the dollar shortage gradually eases, overseas markets will turn more and more towards the American book so long as they are fully aware of its high value.

## BOOKS EXPORT FIGURES

For the most part excluding shipments by mail; including books in unbound sheets.
Source: Department of Commerce

### MARSHALL PLAN COUNTRIES
1948

| | |
|---|---|
| AUSTRIA | $ 25,591 |
| BELGIUM | 161,576 |
| DENMARK | 79,783 |
| FRANCE | 231,462 |
| GREECE | 22,922 |
| ICELAND | 1,532 |
| IRELAND | 27,881 |
| ITALY | 23,749 |
| NETHERLANDS | 154,622 |
| NORWAY | 51,517 |
| PORTUGAL | 4,988 |
| SWEDEN | 191,590 |
| SWITZERLAND | 88,889 |
| TURKEY | 25,876 |
| UNITED KINGDOM | 3.529.849 |
| TOTAL | $4,621,827 |

### COUNTRIES UNDER ALLIED MILITARY CONTROL
1948

| | |
|---|---|
| GERMANY | $ 307,428 |
| JAPAN | 28,537 |
| KOREA | 3.762 |
| TOTAL | $ 339,727 |

### CANADA AND NEWFOUNDLAND
1948

| | |
|---|---|
| CANADA | $7,997,254 |
| NEWFOUNDLAND | 83.325 |
| TOTAL | $8,080,579 |

NON-MARSHALL PLAN COUNTRIES

1948

| | |
|---|---|
| ALBANIA | $--- |
| BULGARIA | 1,466 |
| CZECHOSLOVAKIA | 6,623 |
| FINLAND | 15,006 |
| HUNGARY | 2,705 |
| MALTA | 650 |
| POLAND | 68,472 |
| RUMANIA | --- |
| SOVIET UNION | 45,740 |
| SPAIN | 5,274 |
| YUGOSLAVIA | 2,200 |
| MEXICO | 515,168 |
| BERMUDA | 10,724 |
| PANAMA (ex. Canal Zone) | 12,636 |
| CUBA | 119,730 |
| JAMAICA | 25,723 |
| COLOMBIA | 32,486 |
| VENEZUELA | 110,563 |
| PERU | 30,629 |
| CHILE | 19,657 |
| BRAZIL | 415,810 |
| ARGENTINA | 75,563 |
| SYRIA | 778 |
| PALESTINE | 32,132 |
| INDIA | 574,516 |
| PHILIPPINES | 2,737,758 |
| CHINA | 382,358 |
| AUSTRALIA | 444,842 |
| NEW ZEALAND | 226,374 |
| NETHERLANDS INDIES | 74,261 |
| EGYPT | 10,587 |
| UNION OF SOUTH AFRICA | 704,257 |
| HONG KONG | 24,547 |
| TOTAL | $6,629,235 |

| | |
|---|---|
| TOTAL ALL COUNTRIES | $19,671,368 |